



Jayjit Chakraborty

College Whole Time Teacher

Department of Business Administration

Contact Information

Contact Address (Office)

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Specialization

- Marketing Management



**THE BHAWANIPUR
EDUCATION SOCIETY COLLEGE**

Biographical Sketch

Jayjit Chakraborty is currently associated as College Whole Time Teacher, in the Department of Business Administration, The Bhawanipur Education Society College, affiliated to University of Calcutta. Prior to joining this institution, he worked as a Trainee Teaching Associate, at IIM Calcutta. He completed his B.Com and M.Com degrees from St. Xavier's College (Autonomous), Kolkata, with Marketing Management Specialization. He also holds M.Phil degree in Management from IISWBM (University of Calcutta), and currently on the way of completing Ph.D in Management, from the same institute. He was also appointed as a Summer Faculty Research Fellow at IIT Delhi. He has obtained the prestigious Higher Education Teaching Certificate from Harvard University, USA. An astute learner and researcher, he has more than 7 years of experience in Teaching and Research. He has presented his research papers in numerous conferences (both national and international) and published research papers in reputed journals as well. He has also participated in several national and international seminars / webinars / workshops / conferences. He has authored seven books till date, which have been widely acclaimed by the academicians and management practitioners. Besides, he is a recipient of multiple awards in the domain of Management and has also been invited as a keynote speaker /resource person / guest at various platforms.

Academic Qualifications

Abbreviation of the Degree	Name of the College / University	Class Obtained	Area of Specialization	Year of Passing
Ph.D	Indian Institute of Social Welfare and Business Management (IISWBM), University of Calcutta	N.A	Management	Ongoing
M.Phil	Indian Institute of Social Welfare and Business Management (IISWBM), University of Calcutta	1 st Class	Management	2016
M.Com	St. Xavier's College (Autonomous), Kolkata	1 st Class	Marketing	2014
B.Com (Honours)	St. Xavier's College (Autonomous), Kolkata	1 st Class	Marketing	2012



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Position Holding (Full Time)

- College Whole Time Teacher, Department of Business Administration, The Bhawanipur Education Society College, University of Calcutta, September 2015 - Present .

Position Held (Full Time)

- Trainee Teaching Associate, Public Policy and Management Group, Post-Graduate Programme (MBA), IIM-Calcutta, June 2015 - September 2015.

Guest Appointment

- Guest Faculty of Commerce, Marketing Group - Post-Graduate Department of Commerce (M.Com), Shri Shikshayatan College, University of Calcutta, March 2018 - May 2018.

Industry Experience

- Summer Trainee - ITC Limited, Fast Moving Consumer Goods (FMCG) Segment, May 2013 - July 2013.
- Marketing Intern - IndiaCan Education Pvt. Ltd. (A Pearson Company), Operations and Administration, December 2011 - February 2012

Research Experience

- Summer Faculty Research Fellow, Department of Management Studies, IIT-Delhi, May 2018 - July 2018.
- Project Fellow, Department of Business Management, University of Calcutta, March 2014 - September 2014.

Administrative Assignment

- Coordination and Mentorship of 2nd Year students, Department of Business Administration, The Bhawanipur Education Society College, University of Calcutta.
- Member / Integral part of different committees viz. Annual Report, SWAYAM, NAAC, Library, Academic Calendar, Programme Outcomes (PO) / Course Outcomes (CO) / Programme Specific Outcomes (PSO) at The Bhawanipur Education Society College, University of Calcutta.
- Coordination and Mentorship of 3rd Year Marketing Specialization students, Department of Business Administration, The Bhawanipur Education Society College, University of Calcutta, 2017 - Present.





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Subjects Taught

Marketing Management | Organizational Behaviour | Entrepreneurship Development | Legal Aspects of Business | International Business | Principles of Management | Business Ethics | Marketing Research / Business Research | Consumer Behaviour | Advertising and Sales Promotion / Brand Management | Marketing of Services | Business Policy and Strategy.

Research Interests

Online Retailing | Tourism Marketing | Rural Marketing | Cross-Cultural Management | Green Marketing | Contemporary Advertising | Social Marketing | Global Consumerism.

Books Published

- Chakraborty, J. and Mitra, C. (2022). Business Research. ABS Books, ISBN: 978-93-94424-05-0
- Mitra, C. and Chakraborty, J. (2022). Principles of Management. ABS Books, ISBN: 978-93-91002-42-8
- Sengupta, T., Chakraborty, J. and Mitra, C. (2021). Advertising and Brand Management. Lawpoint Publications, ISBN: 978-93-86185-97-6.
- Pandit, A. and Chakraborty, J. (2020). Expanding Horizons of Global Tourism Industry. LAP Lambert Academic Publishing, ISBN: 978-613-9-97142-8.
- Pandit, A., Chakraborty, J. and Das, S. (2020). A Treatise on Consumer Research. ABS Books, ISBN: 978-93-87229-59-4 [Edited Book].
- Sengupta, T., Chakraborty, J. and Mitra, C. (2020). Marketing Management and Human Resource Management. Calcutta Book House (P) Ltd.
- Pandit, A. and Chakraborty, J. (2019). An Integrated Approach to Services Marketing Theories and Research Insights. Eureka Publications, ISBN: 978-81-942110-9-9.

Journal Publications

- Chakraborty, J., Sharma, A. and Das, G. (2023). Understanding the Relationship between Demographic Variables and Customers' Satisfaction towards Online Apparel Shopping Sites: A Study in West Bengal. International Journal of Multidisciplinary Research and Modern Education (IJMRME), Vol.9 (1), pp. 06-10, ISSN: 2454-6119.
- Chakraborty, J., Sharma, A. and Das, G. (2022). Why do Consumers Shop Online? An Analytical Study on Food and Grocery Segment in West Bengal. International Journal of Management and Development Studies (IJMDS), Vol.11 (10), pp. 01-09, ISSN: 2320-0685.





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Journal Publications

- Chakraborty, J. and Sengupta, T. (2019). Hospitality Industry in West Bengal: A Structural Review. Asian Journal of Multidimensional Research (AJMR), Vol.8 (1), pp. 216-224, ISSN: 2278-4853.
- Mitra, D., Chakraborty, J. and Chakraborty, S. (2018). Perception-Awareness Model with respect to Green Marketing Practices - A Study in Kolkata and its Suburbs. Global Journal of Management and Business Research (GJMBR), Vol.18 (7), pp. 11-18, ISSN: 2249-4588.
- Mitra, D., Chakraborty, S. and Chakraborty, J. (2018). An Empirical Study on FDI Inflows in Indian IT and ITES Sector. International Journal of Information Systems Management Research and Development (IJISMRD), Vol.8 (1), pp. 5-12, ISSN: 2319-4480.
- Chakraborty, J. (2017). E-Shopping in West Bengal: An Empirical Study. International Journal of Management Research and Business Strategy (IJMRBS), Vol. 6 (1), pp. 242-249, ISSN: 2319- 345X.
- Chakraborty, J. (2017). An Empirical Study on Various Management Courses in West Bengal: Students' Perception. International Journal of Management and Commerce Innovations (IJMCI), Vol. 4 (2), pp. 889-893, ISSN: 2348-7585.

Publications In Edited Conference Volumes

- Sengupta, T., Pandit, A. and Chakraborty, J. (2022). An Endogenous Monetary Approach to assess unemployment and price stability in a country of West Asia. Emerging Issues in Commerce, Environment, Economics and Management, ISBN: 978-1-68576-269-8.
- Pandit, A. and Chakraborty, J. (2020). Ordinal to Cardinal Transformation in Motivation Level of Consumers of Honey using Thurstone Scale Case V. Latest Advancements & Future Trends in Commerce, Economics, Management, Education, Social Science and Applied Science, ISBN: 978-81-945437-7-0
- Chakraborty, J. and Pandit, A. (2020). Factors Affecting Buying Behaviour of Rural Consumers in Southern part of West Bengal for FMCG Products. OUR HERITAGE JOURNAL, Vol. 68 (8), pp. 266-270, ISSN: 0474-9030.
- Pandit, A. and Chakraborty, J. (2019). Marketing Standardization Strategies and Adaptation of International Marketing Mix and Performance: Evidences from the Past. Strategic Management in Industry 4.0, pp. 57-71, ISBN: 978-93-5406-466-1.
- Sharma, A., Das, G. and Chakraborty, J. (2019). Changing Waves in Online Retailing from Brick & Mortar to Online: An Exploratory Study. BIMS Journal of Management, Vol.4 (1 & 2), pp. 21-27, ISSN: 2456-222X.





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Paper Presentations At Conferences

- Presented a paper on “A Literature Based Analysis on Online Shopping Behaviour towards Apparels in West Bengal” at the International Seminar on Contemporary Issues in International Trade: Challenges & Opportunities, organized by Department of Economics and Commerce, The Heritage College, Kolkata, in collaboration with Goenka College of Commerce & Business Administration, Kolkata, on 21st December and 22nd December, 2022.
- Presented a paper on “A Structural Equation Modeling on Factors governing Online Shopping Behaviour towards Apparels in the state of West Bengal” at the International Conference on Green Supply Chain Management: New Challenges to Sustain Green Environment, sponsored by University Grant Commission (under KNU UGC STRIDE Project Component-I), in collaboration with Department of Mathematics and Department of Business Administration, Kazi Nazrul University, Asansol, on 18th November and 19th November, 2022.
- Presented a paper on “Changing Face of Rural Marketing: A Study in Indian Context” at the Two-Day International E-Conference on Advances in Business and Management in the VUCA World, organized by Department of Business Administration & KNU Center for Entrepreneurship and Skill Development, Kazi Nazrul University, Asansol, on 8th November and 9th November, 2022.
- Sharma, A., Das, G. and Chakraborty, J. (2019). Changing Waves in Online Retailing from Brick & Mortar to Online: An Exploratory Study. BIMS Journal of Management, Vol.4 (1 & 2), pp. 21-27, ISSN: 2456-222X.
- Presented a paper on “An Analysis on Patients’ Satisfaction towards Private Hospitals in the Urban Context of Kolkata” at the International Conference on Contemporary Issues in Emerging Markets (CIEMC 2022), organized by Indian Institute of Management, Bodhgaya, India, in collaboration with Waikato Management School, The University of Waikato, New Zealand, on 28th October and 29th October, 2022.
- Presented a paper on “Multidisciplinary Focus of NEP 2020 and its implications for Stakeholders” at the Two-Day National Conference on NEP Readiness: Scope and Challenges For Transforming Higher Education, organized by Centre for Educational and Social Studies, in collaboration with National Assessment and Accreditation Council, Bengaluru; Karnataka State Higher Education Council, Bengaluru; Association of Indian Universities, New Delhi; Ramaiah Institute of Management, Bengaluru, on 29th September and 30th September, 2022.
- Presented a paper on “An Endogenous Monetary Approach to assess unemployment and price stability in a country of West Asia” at the Virtual International Conference on Emerging Perspectives in Commerce, Economics, Environment and Management, organized by Department of Commerce, St. Xavier’s College (Autonomous), Kolkata, in collaboration with The Institute of Cost Accountants of India, on 27th January and 28th January, 2022.





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Paper Presentations At Conferences

- Presented a paper on “Perspectives on Consumer Generated Advertising in the context of a Customer-to-Customer Marketplace” at the 1st Virtual National Conference on Progressive India: Corporates and the Pandemic, organized by Department of Commerce (Morning Section), St. Xavier’s University, Kolkata, in collaboration with St. Xavier’s University Kolkata Alumni Association, on 28th August and 29th August, 2021.
- Presented a paper on “A Systematic Review of Factors influencing Online Shopping Behaviour of Customers in the Food and Grocery Vertical” at the National E- Conference on Advances in Business, Management & Technology (NCABMT-2021), organized by Department of Management Sciences, Mahatma Gandhi Central University, Bihar, on 25th June and 26th June, 2021.
- Presented a paper on “COVID-19 and Global Higher Education: Opportunities and Challenges” at the International Management Conference 2021, organized by Centre for Management Studies, Jamia Millia Islamia, New Delhi, from 21st May - 24th May, 2021.
- Presented a paper on “Emerging Importance of Platform Economy in the New Normal” at the 4 th International Marketing Conference (virtual) on “Marketing Evolution in the Post Covid Scenario”, organized by SIESCOOMS & SIESSBS, Mumbai, on 13th February, 2021.
- Presented a paper on “Changing Preferences of Customers’ Choice of Online Apparel Shopping in the Post Pandemic Era in West Bengal” at the International Research Seminar on Business Resilience in the Post Covid-19 World: Role of Integrated Management, organized by Globsyn Business School, Kolkata, on 11th December and 12th December, 2020.
- Presented a paper on “Ordinal to Cardinal Transformation in Motivation Level of Consumers of Honey using Thurstone Scale Case V” at the 3 Days Virtual International Multidisciplinary Conference on Latest Advancements & Future Trends in Commerce, Economics, Management, Education, Social Science and Applied Science, organized by 7 Inspira Research Association (IRA) Jaipur, from 25th September - 27th September, 2020.
- Presented a paper on “A Study on employee attrition and retention in Indian IT Sector” at the 4th Doctoral Consortium, conducted by Shailesh J. Mehta School of Management, IIT Bombay, from 21st February - 22nd February, 2020.
- Presented a paper on “Probable Sustainable Supply Chain Management System consisting of Drivers, Orientation, Practices and Performance Outcomes” at the 52nd Annual Convention of Operational Research Society of India and International Conference, 2019, held at the Indian Institute of Management, Ahmedabad, from 15th December - 18th December, 2019.





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Paper Presentations At Conferences

- Contributed a paper on “A study to identify the factors influencing online shopping behaviour of customers in apparel retailing in the state West Bengal in India” at the CBIER-DIU 4th International Conference on Globalisation, Entrepreneurship, and Emerging Economies (ICGEEE), held at Daffodil International University (DIU), Dhaka, Bangladesh, from 8 th December - 10th December, 2019.
- Presented a paper on “Sustainable Development and Ecotourism: A Study on Kallakurichi, Tamil Nadu, India” at the International Conference on Sustainable Economic Development in India: A Global Perspective, jointly organized by The Centre for Financial Management and Economic Research, South Asian Institute for Advanced Research and Development (SAIARD) and Indian Accounting Association, South Bengal Branch, held at Dr. K.P Bose Memorial Hall, Jadavpur University, Kolkata, on 23rd November, 2019.
- Presented a paper on “Marketing Standardization Strategies and Adaptation of International Marketing Mix and Performance: Evidences from the past” at the J.D. Birla International Management Conference 2019, organized by J.D. Birla Institute (Department of Management), affiliated to Jadavpur University, on 27th September, 2019.
- Presented a paper on “Factors affecting Buying Behaviour of Rural Consumers in Southern Part of West Bengal for FMCG Products” at the Two-Day International Conference on Emerging Perspectives in Commerce, Economics, Environment and Management (ICCEEM), organized by Department of Commerce and Management Studies, St Xavier’s College (Autonomous), Kolkata, in collaboration with Bengal National Chamber of Commerce & Industry, on 13th September and 14th September, 2019.
- Presented a paper on “Probable Scale to determine Consumer Happiness using Content Analysis and Factor Analysis: A Study conducted on Consumers of FMCG Products in Kolkata” at the Two-Day International Conference on Emerging Perspectives in Commerce, Economics, Environment and Management (ICCEEM), organized by Department of Commerce and Management Studies, St Xavier’s College (Autonomous), Kolkata, in collaboration with Bengal National Chamber of Commerce & Industry, on 13th September and 14th September, 2019.
- Presented a paper on “Changing Waves in Organised Retailing from Brick & Mortar to Online: An Exploratory Study” at AIMS Eastern Regional Conference in association with Bharatiya Vidya Bhavan Institute of Management Science (BIMS), Kolkata, held at BIMS Auditorium, on 24th August, 2019.
- Presented a paper on “ Effect of Indian Music Therapy as a Mediator on Stress and Inter- Personal Relationship” at the Two-Day National Conference on ‘Paradigm Shift in the Market Forces in the Indian Context - Impact on Marketing, Accounting & Finance, Strategic HRM, Operations & Supply Chain Management’ organized by The Bhawanipur Education Society College, Kolkata in collaboration with Indian Institute of Social Welfare and Business Management, Kolkata, held at The Bhawanipur Education Society College, Kolkata, on 5th July and 6th July, 2019.





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Paper Presentations At Conferences

- Presented a paper on “An Exploratory Study to identify the factors influencing Online Shopping Behaviour of Customers with special emphasis to Food & Grocery, Apparels and Consumer Durables” at the Two-Day National Conference on ‘Paradigm Shift in the Market Forces in the Indian Context - Impact on Marketing, Accounting & Finance, Strategic HRM, Operations & Supply Chain Management’ organized by The Bhawanipur Education Society College, Kolkata in collaboration with Indian Institute of Social Welfare and Business Management, Kolkata, held at The Bhawanipur Education Society College, Kolkata, on 5th July and 6th July, 2019.
- Presented a paper on “A Study on the Challenges and Opportunities in Sustainable Agriculture in India” at the National Seminar on Developments in Commerce, Management & Economics in the present milieu of VUCA, organized by Department of Commerce (PG &UG), in collaboration with EIRC, The Institute of Chartered Accountants of India, held at The Bhawanipur Education Society College, Kolkata on 27th May, 2019.
- Presented a paper on “Emerging Lessons on Green Business and Women Entrepreneurship in India” at the International Conference on Eco-friendly Women Entrepreneurship: Panacea or Myth in Development, organized by Indo-US 21st Century Knowledge Initiative, collaboration between University of Calcutta, India and Clafin University, USA, from 14th March - 16th March, 2019.
- Presented a paper on “Congruence between Real Life Personality and Social Media Personality of an Individual - A Study based in Kolkata” at the International HR Conference on HR Trends 2030, organized by Indian Institute of Social Welfare and Business Management, Kolkata, on 1st March and 2nd March, 2019.
- Presented a paper on “A Study on impact of GST on Pharmaceutical Sector in India” at the International Conference on Economic and Tax Reforms in India in the Global Perspective, organized by Indian Accounting Association, South Bengal Branch, in association with Institute of Management Study, Kolkata, on 9 th February, 2019.
- Presented a paper on “Analyzing the Dynamics of Rural Marketing in the Emerging Market Economy - A Study in Indian Context” at the Interdisciplinary Conference on Agri- Innovation and Entrepreneurship, organized by Leeds Beckett University UK,
- University of Calcutta and International Management Institute Kolkata (UKIERI supported Conference) on 21st January, 2019.
- Presented a paper on “Exploring the Dynamics of Indian Tourism Market - A Comparative Analysis of West Bengal Tourism Model vis-a-vis Gujarat and Kerala” at the 3 rd International Conference on Management and Business Practices - ICMBP 2019, organized by Department of Management and Business Administration, Aliah University, Kolkata, on 16th January and 17th January, 2019.





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Paper Presentations At Conferences

- Presented a paper on “A Study on Customer Satisfaction in E-Retailing with special reference to consumer electronics and appliances: An analytical research on Indian Perspective” at the First PAN IIT International Management Conference-2018, organized by the Department of Management Studies, Indian Institute of Technology, Roorkee, from 30th November - 2 nd December, 2018.
- Presented a paper on “Probing into the Techniques involved in Data Mining and their Applications” at the One Day National Conference on Emerging issues in Accounting, Finance and Management, organized by the Department of Commerce, Kazi Nazrul University, Asansol, in collaboration with The Institute of Cost Accountants of India, on 20th November, 2018.
- Presented a paper on “E-Governance - A Challenge for India” at the International Conference on Sustainability Development - A Value Chain Perspective, organized by Management Development Institute, Murshidabad, on 7th and 8th September, 2018.
- Presented a paper on “Challenges in Rural India and Opportunities for Sustainable Economic Development” at the ICSSR sponsored National Seminar on Rural Development in India - Problems and Prospects, organized by the Department of Economics, Naba Ballygunge Mahavidyalaya, Kolkata, in collaboration with Bengal Economic Association, on 1st September, 2018.
- Presented a paper on “A Service Perception Study on E-Retailing with special reference to two E-Commerce Giants operating in India” at the International Conference on Emerging Trends in Business Management, organized by Pune Institute of Business Management, Pune, on 10th and 11th August 2018.

Participation In Seminars / Webinars / Workshops / Conferences

- Participated in 50-hours Experimental Learning Training, relating to Mentoring & Coaching Skills, by UMMEED, organized at The Bhawanipur Education Society College, Kolkata.
- Participated in National Workshop / Seminar on Reassessing NAAC Assessment & Accreditation Process (2nd July, 2022) organized by Indian Institute of Social Reform & Research (IISRR), held at Jadavpur University, West Bengal, India.
- Participated in the Faculty Development Programme on Data Analysis using Python (27th June - 1st July, 2022) organized by E & ICT Academy, IIT Kanpur (A joint initiative of MeitY & IIT Kanpur) in association with St. Xavier's College (Autonomous), Kolkata, India.
- Participated in the Six-Day Faculty Development Programme on Leveraging the Power of Teaching Pedagogy: Through Case Study Method (20th June - 25th June, 2022) organized by Faculty of Management Studies (FMS) at SRM IST, Delhi-NCR Campus, Ghaziabad, India.





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Participation In Seminars / Webinars / Workshops / Conferences

- Participated in E-Awareness Workshop (31st May, 2022) organized by NPTEL.
- Participated in the Five-Day Online Workshop on Digital Entrepreneurship: Future of Biz - A New Normal! (3rd June - 7th June, 2021) organized by School of Management & Commerce, Brainware University, West Bengal, India.
- Participated in the Five-Day International Faculty Development Programme on Research Methodology (Online): Methods, Tools & Innovations (10th May - 14th May, 2021) jointly organized by South Asian Institute for Advanced Research & Development (SAIARD) and Vivekananda Mission Mahavidyalaya, Haldia, West Bengal, India.
- Participated in the One-Week International Faculty Development Programme on Research: Methods, Tools & Innovations (21st April - 27th April, 2021) organized by Indian Academic Researcher's Association (IARA) in collaboration with Brainware University, West Bengal, India.
- Participated in the One-Week National Workshop on Advance Research Methods (26th December-30th December, 2020) organized by JVA Edutech.
- Participated in the Three-Day Intra College Virtual Workshop on R Analytics (7th November-9th November, 2020) organized by the Department of Business Administration, The Bhawanipur Education Society College, Kolkata in association with IQAC.
- Participated in the Webinar on Social Media and Business Practices during Covid-19 Crisis (29th September, 2020) organized by the Department of Business Administration, The Bhawanipur Education Society College, Kolkata.
- Participated in the Webinar on Spectrum of Digital Finance (20th September, 2020) organized by the Department of Business Administration, The Bhawanipur Education Society College, Kolkata.
- Participated in the Faculty Development Programme on Data Driven Approach in Management Science (24th August - 30th August, 2020) organized by IMS Business School, Kolkata in association with Sumy National Agrarian University, Ukraine and International Social Science Research Association.
- Participated in the Two-Day National Level Faculty Development Programme titled Data Analytics using SPSS, AMOS & R (24th and 25th August 2020) organized by CMS, Jain (Deemed-to-be University).
- Participated in the National Webinar on The Value of Conversation in ending Stigma attached to Mental Health (20th August, 2020) organized by the Department of Commerce (UG and PG), The Bhawanipur Education Society College, Kolkata in collaboration with the IQAC.
- Participated in the Webinar on HR Analytics in a Digital Platform (13th August, 2020) organized by the Department of Business Administration, The Bhawanipur Education Society College, Kolkata.





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- Participated in the National Faculty Development Program on Case Writing & Case Teaching (7th and 8th August, 2020) conducted by Globsyn Business School, Kolkata in collaboration with Association of Indian Management Schools (AIMS).
- Participated in the National Webinar on Valuation Profession in Post Covid Era - Issues & Challenges (1st August, 2020) organized by Department of Business Administration, University of Kalyani in association with Institute of Estate Managers & Appraisers (I.Esma).
- Participated in the Two-Day Webinar on NAAC Assessment and Accreditation Process (30th and 31st July, 2020) organized by Internal Quality Assurance Cell and Academic Council, St. Xavier's College (Autonomous), Kolkata, under UGC Paramarsh Scheme.
- Participated in the Online Panel Discussion on Survival Strategies of Tourism and Hospitality Industries amid the Global Pandemic: The Indian Scenario (29th July, 2020) organized by the Department of Commerce, UG (Afternoon & Evening) and PG, The Bhawanipur Education Society College, Kolkata in collaboration with the IQAC.
- Participated in the Faculty Development Programme titled Digital Teaching and Learning (25th July, 2020) organized by Association of Indian Management Schools (AIMS) Eastern Region.
- Participated in the Webinar on Changing Face of Indian Service Industry post Covid- 19 Outbreak (25th July, 2020) organized by the Department of Business Administration, The Bhawanipur Education Society College, Kolkata.
- Participated in the Five-Day Faculty Development Programme on Application of Software Tools in Research Methodology (27th June - 1st July, 2020) organized by Amity Business School, Amity University, Kolkata.
- Participated in the Two-Day Blended/Flipped Training on Digital Services (29th and 30th June, 2020) organized by NIELIT Kokrajhar Extension Centre of NIELIT Guwahati in association with IIT Bombay Spoken Tutorial.
- Participated in the Webinar on The NextGen and business education: The Challenges for the Teaching Community (25th June, 2020) organized by Indian Institute of Contemporary Management & Research (IICMR).
- Participated in the One-Week Online Faculty Development Programme on Entrepreneurship, Incubation and Innovation (23rd June - 29th June, 2020) organized by Teaching Learning Centre, Ramanujan College, University of Delhi sponsored by Ministry of Human Resource Development, Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching.





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- Participated in the E-Workshop on Publishing in Academy of Management Discoveries (17th June, 2020) organized by the School of Management, BML Munjal University, India.
- Participated in the Webinar on Socio-Economic Impact of Covid-19 in India and its Revival Strategies (16th June, 2020) organized by Department of Commerce, The Bhawanipur Education Society College, Kolkata.
- Participated in the Online Talk on No Lockdown on Domestic Violence during the Covid Pandemic (10th June, 2020) organized by the Women's Cell and approved by the IQAC of The Bhawanipur Education Society College, Kolkata.
- Participated in the One-Week Online Faculty Development Programme on Research Methodology: Tools & Techniques (5th May - 11th June, 2020) under Pandit Madan Mohan Malaviya National Mission on Teachers and Training Scheme of MHRD, Govt. of India, held at Atma Ram Sanatan Dharma College, University of Delhi, in collaboration with Teaching Learning Centre, Ramanujan College, University of Delhi.
- Participated in the Two-Week Online Workshop on Comprehensive e-Learning to e-Training guide for Administrative Work (25th May - 5th June, 2020) organized by Teaching Learning Centre, Ramanujan College, University of Delhi sponsored by Ministry of Human Resource Development, Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching.
- Participated in the One-Day Workshop on Publishing in High Impact Peer Reviewed Journals with Special Reference to UGC-CARE List (21st September, 2019) organized by Bharatiya Vidya Bhavan Institute of Management Science, Kolkata.
- Participated in the One Day National Seminar on Knowledge Resource Management: E- Learning and Information Search (29th June, 2019) organized by IQAC and Library Committee of The Bhawanipur Education Society College and Behala College, Kolkata.
- Participated in the Case Writing Workshop (14th and 15th June, 2019) organized by Indian Institute of Contemporary Management Research (IICMR), at International Institute of Research & Wealth Management (IIRWM), Kolkata.
- Participated in the National Seminar on Digital Transformation of Business and Data Analytics (22nd May, 2019) organized by The Institute of Cost Accountants of India, in collaboration with Bharatiya Vidya Bhavan Institute of Management Science, Kolkata.
- Participated in the Faculty Development Programme on Advanced Research Methodology (19th January - 27th January, 2019) conducted by Army Institute of Management, Kolkata.





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- Participated in the E-Workshop on Publishing in Academy of Management Discoveries (17th June, 2020) organized by the School of Management, BML Munjal University, India.
- Participated in the Webinar on Socio-Economic Impact of Covid-19 in India and its Revival Strategies (16th June, 2020) organized by Department of Commerce, The Bhawanipur Education Society College, Kolkata.
- Participated in the Online Talk on No Lockdown on Domestic Violence during the Covid Pandemic (10th June, 2020) organized by the Women's Cell and approved by the IQAC of The Bhawanipur Education Society College, Kolkata.
- Participated in the One-Week Online Faculty Development Programme on Research Methodology: Tools & Techniques (5th May - 11th June, 2020) under Pandit Madan Mohan Malaviya National Mission on Teachers and Training Scheme of MHRD, Govt. of India, held at Atma Ram Sanatan Dharma College, University of Delhi, in collaboration with Teaching Learning Centre, Ramanujan College, University of Delhi.
- Participated in the Two-Week Online Workshop on Comprehensive e-Learning to e-Training guide for Administrative Work (25th May - 5th June, 2020) organized by Teaching Learning Centre, Ramanujan College, University of Delhi sponsored by Ministry of Human Resource Development, Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching.
- Participated in the One-Day Workshop on Publishing in High Impact Peer Reviewed Journals with Special Reference to UGC-CARE List (21st September, 2019) organized by Bharatiya Vidya Bhavan Institute of Management Science, Kolkata.
- Participated in the One Day National Seminar on Knowledge Resource Management: E- Learning and Information Search (29th June, 2019) organized by IQAC and Library Committee of The Bhawanipur Education Society College and Behala College, Kolkata.
- Participated in the Case Writing Workshop (14th and 15th June, 2019) organized by Indian Institute of Contemporary Management Research (IICMR), at International Institute of Research & Wealth Management (IIRWM), Kolkata.
- Participated in the National Seminar on Digital Transformation of Business and Data Analytics (22nd May, 2019) organized by The Institute of Cost Accountants of India, in collaboration with Bharatiya Vidya Bhavan Institute of Management Science, Kolkata.
- Participated in the Faculty Development Programme on Advanced Research Methodology (19th January - 27th January, 2019) conducted by Army Institute of Management, Kolkata.





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College Whole Time Teacher

Department of Business Administration

Participation In Seminars / Webinars / Workshops / Conferences

- Participated in the Ten-Day Workshop on Research Methodology for Research in Social Science “Theory and Application of Econometrics Models with Software Packages” (13th - 22nd November, 2018) organized by The Bhawanipur Education Society College, Kolkata in collaboration with Department of Commerce, University of Calcutta, and Institute of Cost Accountants of India.
- Participated in the Seven-Day International Workshop on Research in Social Science: Methodological Issues and Emerging Trends (30th October - 5 th November, 2018) conducted by Aliah University, Kolkata.
- Participated in the Two-Day National Workshop on Big Data Analytics (14th and 15th July, 2018) conducted by Institute of Management Study, Kolkata.
- Participated in the Two-Day Workshop on Big Data Analytics using R Programming (20th and 21st April, 2018) conducted by Institute of Business Management, Kolkata in collaboration with Hands-On System.
- Participated in the 6 th Case Method Workshop (5th and 6th March, 2018) organized by the Case Research Center at Indian Institute of Management, Calcutta (IIMCCRC).
- Participated in the Seminar on Academic Administration (24th February, 2018) organized by the Internal Quality Assurance Cell, The Bhawanipur Education Society College, Kolkata.
- Participated in the One-Day Workshop on Data Envelopment Analysis (27th May, 2017) at Bharatiya Vidya Bhavan Institute of Management Science, Salt Lake City, Kolkata.
- Participated in the Golden Jubilee Commemorative International Conference on Emerging Issues in Accounting, Finance and Taxation (4th January, 2017) at The Bhawanipur Education Society College, Kolkata.
- Participated in the Seven-Day Faculty Development Programme on Preparing for Challenges in Higher Education Institutions (23rd - 29th September, 2016) organized by the Faculty Development Cell, The Bhawanipur Education Society College, Kolkata.
- Participated in the Seven-Day Workshop on Research Methodology Course in Social Sciences (1st - 7 th November, 2015) organized by The Bhawanipur Education Society College, Kolkata in collaboration with Department of Commerce, University of Calcutta, sponsored by Indian Council for Social Science Research (ICSSR-ERC).
- Participated in the Three-Day Workshop on Research Design - Philosophy, Methodology and Reporting (17th - 19th October, 2014) organized by Acasia Global Knowledge Management Initiative.





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- Participated in the One-Week Online Faculty Development Programme on Entrepreneurship, Incubtion and Innovation (23rd June - 29th June, 2020) organized by Teaching Learning Centre, Ramanujan College, University of Delhi sponsored by Ministry of Human Resource Development, Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching.
- Participated in the E-Workshop on Publishing in Academy of Management Discoveries (17th June, 2020) organized by the School of Management, BML Munjal University, India.
- Participated in the Webinar on Socio-Economic Impact of Covid-19 in India and its Revival Strategies (16th June, 2020) organized by Department of Commerce, The Bhawanipur Education Society College, Kolkata.
- Participated in the Online Talk on No Lockdown on Domestic Violence during the Covid Pandemic (10th June, 2020) organized by the Women's Cell and approved by the IQAC of The Bhawanipur Education Society College, Kolkata.
- Participated in the One-Week Online Faculty Development Programme on Research Methodology: Tools & Techniques (5th May - 11th June, 2020) under Pandit Madan Mohan Malaviya National Mission on Teachers and Training Scheme of MHRD, Govt. of India, held at Atma Ram Sanatan Dharma College, University of Delhi, in collaboration with Teaching Learning Centre, Ramanujan College, University of Delhi.
- Participated in the Two-Week Online Workshop on Comprehensive e-Learning to e- Training guide for Administrative Work (25th May - 5 th June, 2020) organized by Teaching Learning Centre, Ramanujan College, University of Delhi sponsored by Ministry of Human Resource Development, Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching.
- Participated in the One-Day Workshop on Publishing in High Impact Peer Reviewed Journals with Special Reference to UGC-CARE List (21st September, 2019) organized by Bharatiya Vidya Bhavan Institute of Management Science, Kolkata.
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Case Studies

- Mitra, D., Chakraborty, J., and Chakraborty, S. (2020). Bira 91 - the spring of magic. Case Studies in the Beer Sector, Elsevier, ISBN: 978-0-12-817734-1
- Chakraborty, J. and Pandit, A. (2019). From Rags to Riches: The True WOW Factor of Xaverians from Kolkata who started Wow! Momo. Case Studies in Contemporary Management, Bharti Publications, ISBN: 978-93-89657-06-7

Online Certifications

- Completed Harvard BOK Higher Education Teaching Certificate, from Harvard's Derek Bok Center for Teaching and Learning, presented in association with HarvardX and in collaboration with online education company, GetSmarter.
- Completed an online course on 'Digital Skills: Digital Marketing' at Future Learn.
- Completed an online course on 'Create a Social Media Marketing Campaign' at Future Learn.
- Completed an online course on 'Digital Skills: Web Analytics' at Future Learn.
- Completed an online course on 'Big Data Analytics: Opportunities, Challenges and the Future' at Future Learn.
- Completed an online course on 'Evidence and Data Collection for Problem Solving' at Future Learn.
- Completed an online course on 'Digital Skills: Social Media' at Future Learn.
- Completed an online course on 'Programming Statistical Applications in R' at Udemy.
- Completed an online course on 'The Fundamentals of Digital Marketing' at Google Digital Unlocked.
- Completed an online course on 'Introduction to Blockchain' at upGrad.

Awards / Recognitions

- Received Letter of Acknowledgement for Book Authorship (i) Principles of Management (ii) Advertising and Brand Management, from Indian Institute of Management, Calcutta, on 28th February, 2022.
- Received Best Paper Award in the Technical Session-2: Emerging Trends in Marketing, at National E-Conference on Advances in Business, Management & Technology (NCABMT-2021), Department of Management Sciences, Mahatma Gandhi Central University, Bihar, on 25th June and 26th June, 2021.





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Awards / Recognitions

- Received Best Paper Award in the Marketing Track, at J.D. Birla International Management Conference 2019, J.D. Birla Institute (Department of Management), affiliated to Jadavpur University, on 27th September, 2019

Special Invitations

- Invited as a Resource Person at an Online Workshop on Mastering the Art of Writing Textbooks: Traditional to Digital, organized by Exceller Open, on 23rd July, 2021.
- Invited as Keynote Speaker at Global Edu-Conclave 2021 (held virtually), organized by International Institute of Organized Research -I2OR, a Registered MSME with Ministry of MSME, Government of India and Green ThinkerZ, a Registered Society with Government of Punjab, India, in association with Centre for Smart Modern Construction, Western Sydney University, Australia, on 27th June, 2021.
- Invited as a Resource Person at a Webinar on Self-Imposed Importance of Management- An Impediment to Employees and Customers, organized by Steps 4 Skills & Insight Center for Psychotherapy and Counseling, on 15th January, 2021
- Invited as a guest at the CMA Management Excellence Awards, at the Hyatt Regency, on 12th March, 2020.
- Invited at an Interactive Session on Macro-Economic Transformation & Business Opportunities in Bangladesh, at Merchants' Chamber of Commerce & Industry, on 17th August, 2019

Other Notable Activities

- Organized a Three-Day Intra College Workshop on R Analytics, at The Bhawanipur Education Society College, 7 th November-9 th November, 2020.





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Vision Statement

- Encourage students to embrace enterprise, self-confidence, creativity and social justice in all their endeavours.
- Inspiring free thinking among students, and teach them to be game changers in their chosen professions.
- Promote the virtues of research and scholarly inquiry, so that students can bring important critical thinking skills to their pursuits, both inside and outside the college.

Jayjit Chakraborty

Signature of the
Faculty Member

Date: 01st September, 2022



**THE BHAWANIPUR
EDUCATION SOCIETY COLLEGE**